

SETTING UP DIGITAL SIGNAGE



doPublicity Digital Signage Manager and Remote Service Management

doPublicity provides information intended to simplify your installation. Because tools, products, materials, techniques, and local codes and regulations vary and change, doPublicity assumes no liability for omissions, errors, or the outcome of any project. Always exercise caution, and follow all applicable regulations and codes. Consult a licensed professional if you have any doubts about our information.

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SETTING UP DIGITAL SIGNAGE

Setting up Digital Signage has never been easier and cost-effective taking in to account the low investment in hardware and software. This profitable marketing tool which was normally associated with large investments is now within easy reach of businesses of all sizes and can be setup and made operational in no time.

doPublicity provides solutions for both, Windows PC and doPublicity Media Players.

DOPUBLICITY MEDIA PLAYER

Setting up Digital Signage using doPublicity's Media Player requires:

- TV (LED / LCD / Plasma / Projection) or Monitor for display
- doPublicity Digital Signage Media Player to manage Content and Playlist
- doPublicity Digital Signage SaaS Software for managing and displaying Content
 - SaaS+ - For displaying Templates, Images, Video and Websites
 - Remote Service
 - 600+ Customizable Templates
 - LIVE Weather
 - Scrolling Banner

WINDOWS PC

Setting up Digital Signage using Windows requires:

- TV (LED / LCD / Plasma / Projection) or Monitor for display
- Computer to manage Content and Playlist
- doPublicity Digital Signage Manager Software for managing and displaying Content
 - PRO+ - For displaying Images, Video and Websites
 - PRO+T - For displaying Templates, Images, Video and Websites
 - Includes 50 Customizable Templates
 - PRO+RS - For displaying Templates, Images, Video and Websites
 - Remote Service
 - 600+ Customizable Templates
 - Scrolling Banner
 - LIVE Weather, News and Horoscope (optional)

SELECT DISPLAY SCREEN (TV / MONITOR)

Select a TV (LCD / LED / Plasma / Projection) or Monitor based on available space and location where the screen will be installed. For installing screens outdoors or facing bright lit areas, make sure that the TV is a 'high brightness' type. Indoor installations can use conventional TVs or Monitors as their brightness level is appropriate.



'High Brightness' TVs are classified by 'Nits' which indicates the intensity of the brightness. TVs for outdoor application have a Nits range from 750 to 1500 while regular TVs for indoor use have a Nits range of about 300.

The screen may be installed either by mounting on wall, pedestal, suspending from ceiling or placing on a shelf / table. Make sure that you provide sufficient space for placement of computer and necessary wiring.

SELECT COMPUTER FOR DIGITAL SIGNAGE MANAGER SOFTWARE

ANDROID MEDIA PLAYER

doPublicity offers 2 ready-to-use Media Players can be plugged into the HDMI port of any TV / Monitor and start displaying content right out of the box.

Digital Signage Media Player	D218	D424
		
Price	FREE with purchase of SaaS+A Regular Price: \$99	\$100 with purchase of SaaS+A Regular Price: \$199
Processor	1.2 GHz - Dual Core	Up to 1.8 GHz - Quad Core
GPU (Video card)	533 MHz - Quad Core	533 MHz - Quad Core
RAM	1 GB	2 GB
Storage	4 GB	8 GB
USB Ports	1	2
Micro SD Card Slot	1	1
Wi-Fi	Wireless 802.11 b/g	Wireless 802.11 b/g/n
Wireless Antenna	Internal	External
Size	4" x 1.5" x 0.5"	4.35" x 1.55" x 0.5"

- The USB ports can be used to connect wired or wireless keyboard / mouse
- HDMI: 480P, 576P, HD 720P, HD 1080P and Super HD 2160P
- Keyboard: Virtual (on screen)
- Power Input: USB or Power Adapter 5V/2A
- Warranty: 1 year

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WINDOWS COMPUTER

Any Windows PC will be suitable for setting up a Digital Signage player. The PC could be a desktop, laptop, netbook or a fanless PC – depending on available space and budget.

Minimum System Requirements:

- Windows PC with up to date 2000 / XP / 2003 / Vista / 7 / 8 operating system
- TV / Computer monitor capable of displaying minimum 1280 x 720 pixel resolution
- CPU: Dual Core 1.6 Ghz. Processor (Minimum recommended)
- RAM: 2 Gb. (Minimum recommended)
- Hard drive space: 80 Mb. + any additional pictures, videos you may upload for display
- Internet capability: Wireless or LAN

Note: Higher performance CPUs and additional RAM is recommended for better video display

Desktop



Laptop



Netbook



Fanless PC



SELECT SOFTWARE VERSION

doPublicity provides 4 editions of Digital Signage Manager licensing, each suited for users with distinct requirements and operating parameters.

Features	PRO+	PRO+T	PRO+RS	SaaS+
Operating System	Windows PC	Windows PC	Windows PC	Media Player
Templates Available	-	50	600+	600+
Display Images , Video and Web Pages / URL	✓	✓	✓	✓
Display LIVE Weather	-	-	✓	✓
Horizontal / Vertical screen orientation	✓	✓	✓	✓
Set Layout Border Thickness and Color	✓	✓	✓	-
Screen Display Logs	✓	✓	✓	✓
Set Working Days of Week / Hours of Day	✓	✓	✓	✓
Dayparting	✓	✓	✓	✓
Scheduling Future Displays	✓	✓	✓	✓
Display Split Screen Content in 1, 2, 3 or 4 Sections	✓	✓	✓	-
Display Scrolling Banner with Custom Message /	✓	✓	✓	✓
Schedule Computer (Player) Auto-Reboot	✓	✓	✓	-
Auto Screen Turn ON / OFF	✓	✓	✓	✓
Display on Primary or Secondary Screen	✓	✓	✓	-
Add Audio to Templates	✓	✓	✓	✓
Display Time	✓	✓	✓	-
Remotely Setup Screen Display settings			✓	✓
Remotely Setup Content			✓	✓
Remotely Setup Playlist			✓	✓
View Display Reports Remotely			✓	✓
View Screen Operating Logs Remotely			✓	✓
Manage Multiple Screens simultaneously			✓	✓
Remote Service Subscription included		1 Month	12 Months	12 Months
Price	\$99	\$150	\$249	\$249

INTERNET CONNECTIVITY

Internet access is required initially during the License registration process.

Once the screen is setup and operational, Internet access is optional, depending on whether the screen is managed remotely using our Remote Service Management or run as a standalone installation.

USING AS A STANDALONE SETUP

The standalone setup does not require Internet access for operations or setup as this can be managed directly on the screen.

USING WITH REMOTE SERVICE MANAGEMENT

If the screen is operated using our Remote Service Management, Internet access is required, without which the screen will not be updated.

Types of access:

- LAN
- Cable
- DSL
- Wi-Fi (wireless)
- Or any other form of Internet access that is always on

Note: Dialup Internet access will not work.

SCREEN AND COMPUTER INSTALLATION

It is recommended to use services of a professional audio- visual installer to install the hardware. This document is provided for guidance purpose and is not an installation manual.

The screen may be installed either by mounting on wall, pedestal, suspending from ceiling or placing on a shelf / table while making provision for placement of computer and necessary wiring.

SCREEN INSTALLATION

The screen should be easily and comfortably visible to the target audience, taking in to account potential blind spots.

Height of Display Screen

The best scenario is to have the screen at eye level of the viewer. This makes sure that they do not miss it and don't have to make an effort to view displayed content.

Screen Glare

Visualize the spot where the display screen will be placed and see if you are getting any glare for windows or lamp reflection. You might have to close curtains, move lamps or tilt screen to cut down glare. If none of this works, you are better of relocating the screen.

COMPUTER INSTALLATION

The computer could be installed either right with the screen or at a distance with wires extending to the display screen.

Installing next to the screen

Depending on the type of computer, you may either place it on a shelf near the display screen or mount to the back of the screen using a bracket or as some people do, use Velcro. The computer must be placed in a reasonably vented place, as it will be operating for extended durations and is prone to heat buildup.

Installing away from screen

Installing the computer at a distance from the screen may cause the display signal to suffer and have a poor quality display. It is reasonable to place a screen at a distance between 25' to 40' from the computer and not expect signal deterioration. In case there is no option but to install at a distance, it is recommended to use a *Video Extender* to boost the signal and maintain quality.

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SETTING UP MULTIPLE SCREENS WITH 1 COMPUTER

It is possible to setup 1 computer to display the same content on multiple screens. You may purchase *VGA Video Splitters* to distribute the signal to multiple screens. Some of these devices allow installations as far apart as 200'.

Using *Video Extender* in conjunction with *VGA Video Splitters* can extend the distance between screens.

USING WITH A POS SYSTEM

The doPublicity Digital Signage Manager Software can be installed on an existing Windows based POS PC to display Content on either the Primary or Secondary screen in a multi monitor / screen setup.

CONTENT CREATION

Creating content using doPublicity Digital Signage Manager is easy using:

- **50 Built-in Templates**

doPublicity Digital Signage Manager is pre-loaded with 50 ready to use Templates that may be used to create an assortment of customized displays depending on your preferences. Pictures can be uploaded and they will be automatically inserted into the Templates and displayed. Product description and other information can also be entered, which will also be inserted and displayed. The customized pictures and text information can be edited and viewed before commencing display. This content may be created on the software itself, using the Add Content Wizard. To view instructions or online demo, see:
<http://www.dopublicity.com/Digital-Signage/Add-New-Content.aspx>

- **Over 600 Templates**

The additional Templates are available through the Remote Service Management feature and are designed for a variety of businesses and services.

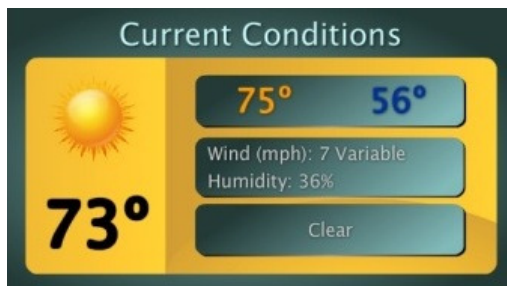
The templates can be test driven at:

<http://www.dopublicity.com/Digital-Signage-Content/Templates.aspx>

- Display continuously updated LIVE local Weather Digital Content in attractive multi-color styles that can be setup and put in use within minutes.

LIVE Weather Digital Signage Content is available in 3 varieties:

- Current Conditions
- Short Term Forecast (3 hourly increments)
- Weekly Forecast (7 days forecast)

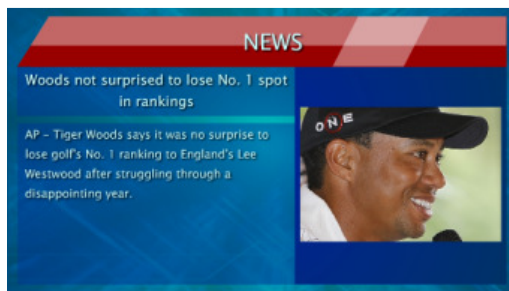


Test Drive the LIVE Weather Templates at:

<http://www.dopublicity.com/Digital-Signage-Content/Weather-Templates.aspx>

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- Display LIVE News Digital Content is available in English, French and Spanish in numerous categories:
 - Business
 - Crime
 - Entertainment
 - Health
 - Politics
 - Science / Technology
 - Sports
 - Top Stories
 - Travel
 - US News
 - World News



Test Drive the LIVE News Templates at:

<http://www.dopublicity.com/Digital-Signage-Content/News-Templates.aspx>

- Daily Horoscope Digital Content is available in 2 display options
 - Display single Daily Horoscopes – Randomly selected
 - Display all 12 Daily Horoscopes



Test Drive Daily Horoscope Templates at:

<http://www.dopublicity.com/Digital-Signage-Content/Test-Drive-Horoscope-Templates.aspx?C=H&R=725&T=HOROSCOPE>

- **Custom Content**

The software allows you to upload and display Custom Content (Images / Video / Commercial / Infomercial) that you may have got from an outside agency.

- Pictures - In JPG, GIF, BMP and PNG formats
- Videos for Android - MP4 format
- Videos for Windows - MP4 and SWF formats

- **Custom designed Templates and Content**

In case you have specific requirements which are not covered by the above options, our design studio could work with you to develop Custom Templates or Content at competitive prices and quick turnaround times.

For standalone setup, see instructions or online demo at:

<http://www.dopublicity.com/Add-New-Digital-Signage-Content.aspx>

For setups using Remote Service Management, see instructions or online demo at:

<http://www.dopublicity.com/Remote-Add-New-Digital-Signage-Content.aspx>

SETTING UP PLAYLIST TO DISPLAY SIGNAGE

Setting up the software to display content takes a couple clicks and lets you schedule content for display with the following options:

- Playlist sequence number
- Start Date
- End Date
- Days of Week to display Content
Example: Monday thru Saturday, Sunday closed
- Hours of Day to display Content
Example: Monday thru Friday 9 AM to 7 PM, Saturday 10 AM to 4 PM
- Duration of Display
Example: 30 seconds

For standalone setup, see instructions or online demo at:

<http://www.dopublicity.com/Add-To-Digital-Signage-Playlist.aspx>

For setups using Remote Service Management, see instructions or online demo at:

<http://www.dopublicity.com/Remote-Add-To-Digital-Signage-Playlist.aspx>

REMOTE SERVICE MANAGEMENT FEATURES

SETUP CONTENT

Setup Templates, Custom Content or Web Page URLs to display on 1 or many screens. The Content is created once and is distributed to all Screen Locations in real-time.

SINGLE / SPLIT SCREEN LAYOUTS

Select from multiple Layouts to display either Single or Split Screen displays. Layouts allow for use of standard 4:3 ratio, wide screen 16:9 and custom sizes in both Horizontal and Vertical setups.

Split Screens allow displaying diverse Content in each section.

Example: Show a video on the left side of the screen while the right displays an image with text.

SETUP PLAYLIST

Setup Playlist for all or selective Screen Locations, each with their own custom settings:

- Playlist sequence number
- Start Date
- End Date
- Days of Week to display Content
Example: Monday thru Saturday, Sunday closed
- Hours of Day to display Content
Example: Monday thru Friday 9 AM to 7 PM, Saturday 10 AM to 4 PM
- Duration of Display

SETUP BANNER DISPLAY

Display Banner Feeds in the bottom portion of the screen.

Custom Messages

Enter your own marketing / promotional messages and set for display on all or selective Screen Locations

RSS Feeds

Provide URLs of RSS Feeds and display live news, weather, etc. on all or selective Screen Locations

Banner Scrolling Speed, Background and Text Color can be customized at any time.

MANAGE DISPLAY SCREEN LOCATIONS

- Remotely manage individual Screen preferences, which are updated periodically.
- Location Name and Contact information
- Remote Service Update Frequency. Example: Every 30 minutes
- Show Banner Feed - Yes / No
- Set Initial Startup Page
 - Home Page
 - Templates
 - Screen Details
 - Content Setup
 - Playlist Setup
 - Run Display - This option will start the application and go straight to display mode
- Working Days of Week
- Working Hours of Day

ACCESS TO OVER 600 CUSTOMIZABLE TEMPLATES

Use any of over 600 business specific Templates to promote your product / services.

Templates available for:

- 16:9 ratio for Wide Screen
- 4:3 ratio for Split Screen
- Test Drive Templates

DISPLAY REPORT

View Content Display Report for all Screen Locations at a single online location.

Display Reports are available in 3 Report formats

- Show Last 1000 Displayed Content - Shows the last 1000 records from all locations
- Show Displayed Content Summary - Shows list grouped by Content Name with details grouped by date

- Show Displayed by Location Summary - Shows list grouped by Location Name with individual Location Display Report grouped by date

This information is updated periodically based on the set Remote Service Update Frequency

SCREEN OPERATING LOGS

The software logs operating details of the software, which can be used for trouble shooting. The logs cover Date / Time, Function and Description.

Screen Operating Logs are grouped by Location Name with details of individual Location Operating Logs

SALES OR TECHNICAL SUPPORT

At the Website

Instructions

We have a comprehensive help section at the web site which covers all aspects of using the doPublicity Digital Signage Manager software and Remote Service Management.

Online Video Demo

In addition, you may view demos on various aspects of the service at:

<http://www.dopublicity.com/All-Digital-Signage-Demos.aspx>

Within the doPublicity Digital Signage Manager

While using the application you may click on the F1 button on your keyboard, which will open the help section and guide you through the process.

Contact Us

doPublicity

2250 Homestead Ct, #309

Los Altos, CA 94024, USA

Phone: (888) 277-2997

Sales: sales@dopublicity.com

Support: support@dopublicity.com